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THE OTR IMPACT ON THE AGENCY IMAGE
(Briefing Notes)

I. Areas of OTR Impact

A. The "inside" image

1. All new employees -- orientation courses
2. Other employees -- review courses

B. The "outside" image

1. The "Speakers' Bureau" function

- a. Agency-wide scheduling
- b. Recording and reporting

2. Provision of OTR briefers

- a. For USIB agencies
- b. For other government agencies
- c. For U.S. and foreign officials
- d. For non-government groups

3. Preparation for Senior Service Schools

II. Scope of This Briefing

A. Brief summary of the "inside" impact

B. Deeper coverage of the "outside" impact

III. The "Inside" Image -- CY 1966

A. Total new non-CT professionals	673	
B. Total Career Trainees	228	(901)
C. Total other professionals	206	(1107)
D. Total non-professionals	991	(2098)

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IV. The "Outside" Image -- CY 1966

A. The "Speakers' Bureau" function (181 programs)

B. OTR briefing activities

1. The audiences -- Chart 1 (²⁹³~~285~~ programs)
2. Coverage, objectives, impact -- Chart 2
3. Statistical summary - Chart 3

C. Preparation for Senior Service Schools

1. Ten schools, twenty-five slots
2. Training Selection Board
3. The three-day preparation program
4. The feed-back system

V. Evaluation of Effectiveness

A. Impossible to quantify

1. Feed-back not definitive
2. Numbers in audience not valid criterion

B. Seat-of-the-pants conclusions

1. Senior Agency officials best at high levels
2. Senior Service School students next best
3. State and Defense briefings good investment
at working levels
4. Briefing of U.S. and foreign officials gives
most immediate pay-off
5. Non-government groups -- improves public image,
but for small segment of public

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